

About this Report

This is a report of the voluntary sector services provided to 6-11 year-old children within Hammersmith and Fulham, the gaps in these services and asset-based intervention suggestions.

This report is based on a 10-week community development project, which ran from the 18.10.2018 to the 13.12.2018 in collaboration between the Young Hammersmith & Fulham Foundation and a team of Global Health Researchers from Imperial College London.

The aim of this project was to map the voluntary sector service provision of non-statutory healthy lifestyle services for 6 to 11-year-old children in Hammersmith and Fulham, including the gap in service coverage.

This report is not comprehensive and heavily focuses on services provided by members of the YHFF. We therefore suggest this report be used as a baseline of H&F voluntary sector service mapping, to be expanded and updated in the future.

The final section of this report outlines several key asset-based interventions relevant to the provided services. We suggest that these recommendations be used towards informed and evidence-based implementation strategies, by the YHFF or other voluntary sector organizations working in Hammersmith and Fulham.

Methods

The community development project had 3 phases:

- 1) Literature review and planning
- 2) Interview and Data Amalgamation
 - a. 8 interviews with stakeholders, additional sessions with the YHFF
 - b. Review of primary data from stakeholders and online sources
- 3) Analysis and Recommendations
 - a. Key themes from interviews were identified, including gaps, services and ideas
 - b. Research for evidence-based recommendations
- 4) Writing of the Report and Presentation

About the YHFF

The Young Hammersmith & Fulham Foundation is a charity supporting their 56 members in the delivery of services to young people (0-25) in the Hammersmith & Fulham Borough. Founded in 2016 to increase the reach of community youth services.

They aim to enable young people to live healthy and happy lives in H&F, by increasing opportunities and services in collaboration with stakeholders.

Current activities undertaken by the YHFF include:

a) Financial, with a focus on income generation	b) Networking	c) Capacity building
<ul style="list-style-type: none"> • direct links to funders • help with funding applications • grants • optimized use of resources through training sessions or discounts 	<ul style="list-style-type: none"> • increase cross-charity and private-sector collaboration • mutual learning • consensus of services provided within the borough • advertising 	<ul style="list-style-type: none"> • training activities, advice and guidance • organizational development and financial management capacities workshops • sharing resources is encouraged

The YHFF Strategic Framework – the **Theory of change**, where the five themes their member work under, come together.



Members programmes include:

- Exercise for youth and families
- Cooking workshops
- In and after school health education
- Parent training for healthier living

About the Authors

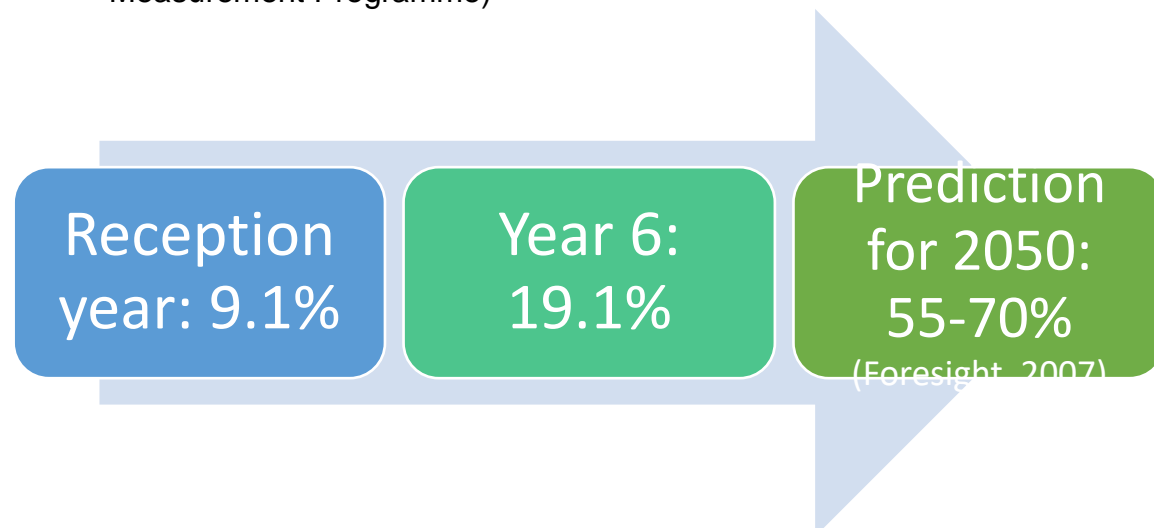
The 10-week community development project (CGP) was undertaken by 4 undergraduate students from the Imperial College London School of Public Health (BSc in Biomedical Sciences with Global Health) as part of their degree.



Background

We looked at **obesity** as a key health problem in the young population of Hammersmith and Fulham.

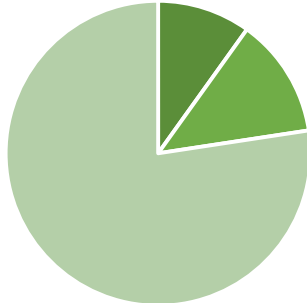
- 1) Obesity in England
(JSNA Report 2016, National Health Survey for England, National Child Measurement Programme)



“London has highest rate of childhood obesity of any major city in the world.”
(London Health Commission, 2014)”

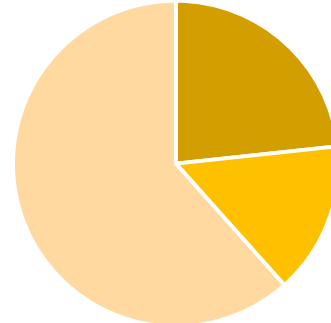
2) Obesity in the Hammersmith and Fulham Borough

Reception



- almost 1 in 10 obese
- more than 1 in 10 overweight
- Healthy Weight

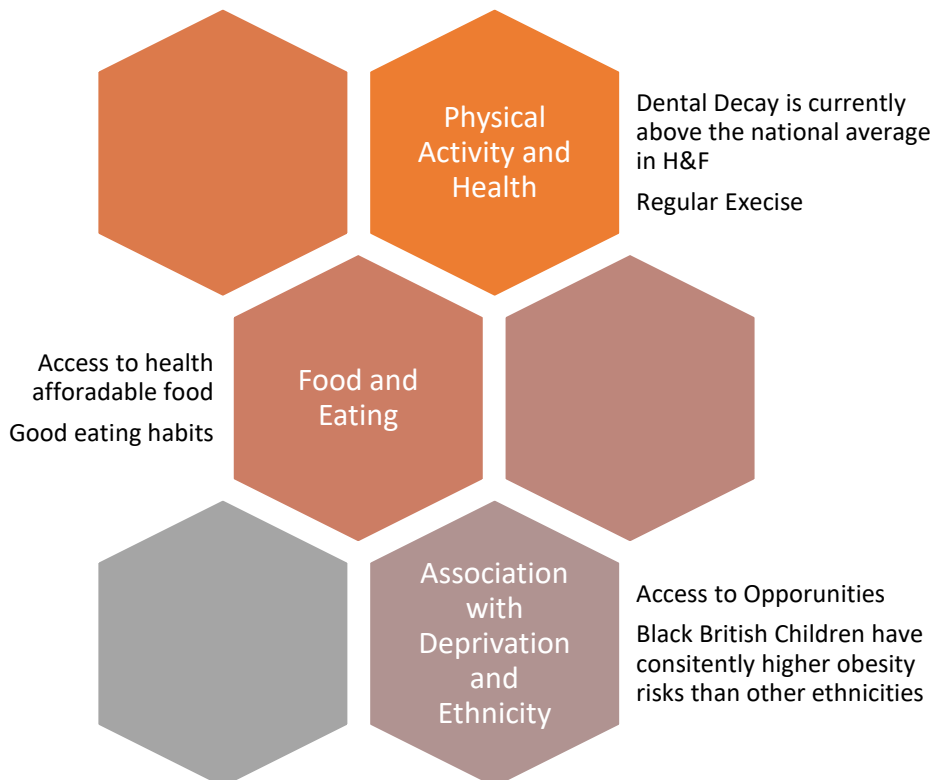
Year 6



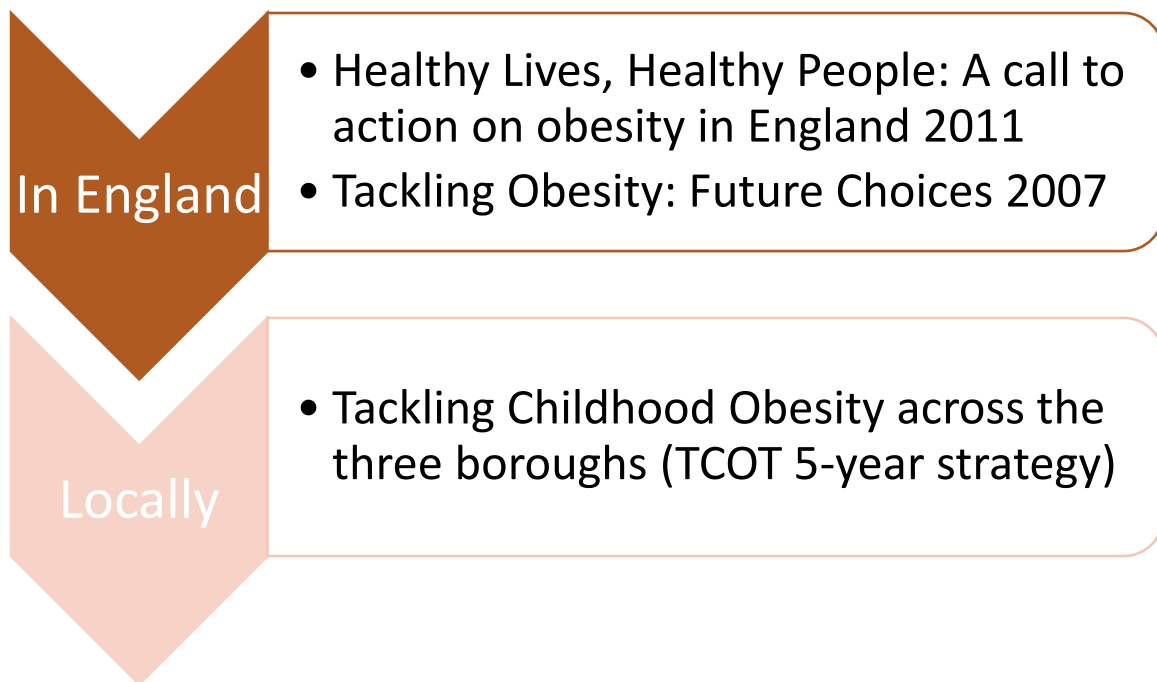
- Obese
- Overweight
- Healthy Weight

The trends seen in Hammersmith and Fulham are similar to those seen in London overall, but much higher than the averages in England.

3) Obesity as a multi-factorial, complex problem



4) In Response – Strategy and Tackling the Problem



Healthy Lives, Healthy People

- A multi-level, -stage, and -disciplinary approach for downward trends by 2020
- Incorporates UK Campaigns and NICE Prevention Strategies

TCOT

- Family weight care
- Whole-system approach, including move to a healthy environment
- Pilot Programme: Go Golborne

Investigating Obesity, as an example of a key health need of the young population in Hammersmith & Fulham, we discovered an apparent **need for Data**, specifically in:

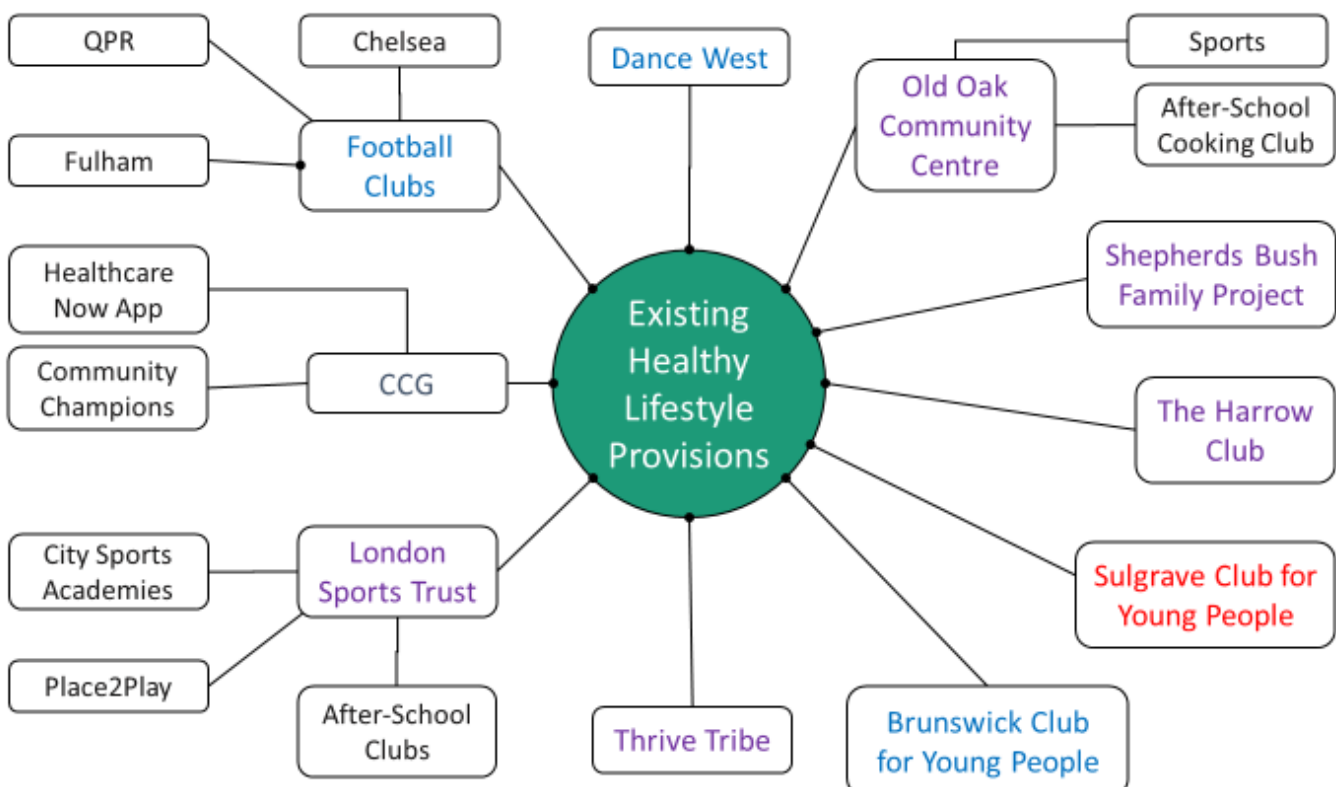
- Research and implementation science in Hammersmith and Fulham and by the YHFF
- Baseline data for monitoring and evaluation

Existing Provisions in Hammersmith and Fulham

YHFF Stakeholder/Member	Provision (Nutrition , Physical Activity , Both)
Queens Park Rangers	<p>Healthy living session on Saturday mornings in partnered schools</p> <ul style="list-style-type: none"> ➤ Currently on hold due to funding ➤ Free for students and parents <p>Primary stars programme, year long</p> <ul style="list-style-type: none"> ➤ Funded by premier league ➤ Statutory programme <p>Moving limb project</p>
Chelsea	<p>CPD teaching in schools</p> <ul style="list-style-type: none"> ➤ For teachers? <p>Activate Juniors Programme</p> <ul style="list-style-type: none"> ➤ Included dental hygiene where possible <p>Premier league styles</p> <p>Breakfast clubs</p>
Fulham F.C	
Clinical Commissioning Group	<p>Signposting campaign for 2019</p> <p>Healthcare Now App</p> <p>Community Champions</p>
Thrive Tribe	<p>Child weight management, smoking, healthy eating (tailored plans), referral service</p>
London Sports Trust	<p>Breakfast clubs</p> <p>Lunchtime Clubs</p> <p>After-school Clubs</p> <p>Primary school programmes</p> <p>City Sports Academies</p> <ul style="list-style-type: none"> ➤ Young People ages 8-18 in most deprived estates <p>Family sports</p> <p>MIND</p> <p>Place2Play</p>
The Brunswick Club for Young People	<p>Junior Youth Club</p> <ul style="list-style-type: none"> ➤ Free <p>Senior Youth Club</p> <ul style="list-style-type: none"> ➤ Free <p>Table Tennis Club</p> <ul style="list-style-type: none"> ➤ Low-cost <p>Half term & Holiday Activity Weeks</p> <ul style="list-style-type: none"> ➤ Paid-for
Shepherds Bush Families Project and Children's Centre	<p>Drop-in play sessions</p> <ul style="list-style-type: none"> ➤ Low-cost <p>After school clubs</p> <ul style="list-style-type: none"> ➤ Low-cost

Dance West	<p>Dance classes</p> <ul style="list-style-type: none"> ➤ Expensive <p>School projects</p> <ul style="list-style-type: none"> ➤ Subsidised <p>Community projects</p> <ul style="list-style-type: none"> ➤ Need more information
Play Association Hammersmith & Fulham	<p>White City Adventure</p> <p>Bespoke</p>
Old Oak Community and Children's Centre	<p>Tae Kwando</p> <ul style="list-style-type: none"> ➤ Low-cost <p>Dance</p> <ul style="list-style-type: none"> ➤ Low-cost <p>Football</p> <ul style="list-style-type: none"> ➤ Low-cost <p>After-school cooking club</p> <p>Youth Club</p> <ul style="list-style-type: none"> ➤ Miscellaneous <p>Community Champions</p>
Sulgrave Club for Young People	<p>Food education</p>
Albert & Friends	<p>Circus</p>
The Harrow Club	
Action on Disability	
Sands End Adventure Playground	

E.g. Interactive mind map (on pdf)



Other Services	Provision (Nutrition , Physical Activity , Both)
MyLittleBoarders	Skateboarding Club – 5-12 yrs
Everybody Yoga Company Fulham	Family Yoga
The Little Foxes Club	Sports coaching 5-7 yrs <ul style="list-style-type: none"> ➤ Football ➤ Rugby ➤ Tennis
Private Swimming Lessons	Very Expensive
NHS	National Child Measurement Programme

Gaps in Services Provided



Cut Services
(MyTime Active)



Disparities in
engagement



No Long term
consistency



No Targeted
SERVICES



Collaboration



Funding

1. The cutting of key services in this area without replacing the missing provisions.
 - My time active covered a huge range of group in this provision bracket in the Hammersmith borough
 - The cutting of this service without a valid replacement has left many groups without any support at all.
 - The educating of parents was a key theme we picked up on, following the cutting of my time active there are very few projects that include direct parent participation, or that address the concept of healthy food and how parents can integrate this on a budget.
2. Disparities in engagement
 - The data we have collected has shown large disparities in engagement in the main service provisions in the area
 - Ethnic minorities and women are particularly underrepresented in the engagement data we have obtained

3. Long term Consistency

- Funding grants are only provided for a certain number of weeks
- Due to funding cuts less and less projects are being re-implemented, leading to more and more gaps

4. No Targeted Services

- The services provided are grant based and generic
- This means that groups which desperately need intervention such as BAME and parents are not targeted.
- Targeting these groups may be more effective in reducing disparity for the same cost

5. Lack of Collaboration

- There is little to no collaboration between stakeholders and members, leading to large overlaps and gaps in the service

6. Funding

- There is a decreasing amount of funding year on year.

7. Lack of Education

- There is a lack of education in the schemes provided, particularly dental and nutritional information
- These are key factors in improving health outcomes

Solution Based Insights and Recommendations

We have chosen to focus on four key areas for our recommendations which are:

1. Access
2. Collaboration
3. Community research
4. Funding

Access

This is the main area we believe that can be strengthened to improve engagement for healthy lifestyles with children and parents.

For increasing access in schools, we suggest the following to develop the existing culture of exercise and healthy eating:

- Improvement of parental engagement using the National Child Measurement Programme letter received by every parent at key milestones by signposting specific activities for children in their local area, healthy eating and exercise activities – regardless of their BMI.
- Focused education for children around dental hygiene in primary school ideally incorporated into the curriculum
- Building on the existing PE delivered in schools, focusing on ‘how to build healthy habits’ as opposed to competitive sports
- Developing the ‘Walk a Mile a Day’ programme further by providing positive incentives for children to encourage them to meet the goal
- Increase the number of female PE teachers/assistants in schools to improve engagement of young girls in sports such as football or netball
- Provide alternative eat well plates in school lunch halls for children from different ethnic backgrounds as the current model only reflects one culture of eating
- NHS-made personal, Social and Health Education (PSHE) curriculum to be explored, with four lessons per term to be trialed in schools. This is a pilot project that is planning to be up-scaled in the future

We also suggest that the following tailored interventions for specific populations should be explored:

- Healthcare now, a NHS-made portal app that allows access to NHS-endorsed apps and services which has been approved but not ready for use currently in Westminster (2018). Providing promising engagement, this has the potential to be targeted to specific groups such as pregnant women and parents
- NHS Every Contact Counts and mentor campaigns to provide teaching and awareness for healthcare and community workers and teachers who have primary contact with children. This would help them to address key issues and suggest healthier lifestyles
- NHS Signposting campaign on healthy lifestyles which had a successful pilot in Halton and is planning to be rolled out in London in 2019. In this programme, rugby teams signposting youth members to relevant services, and had 14 times the reach of other NHS campaigns. It has the potential to be targeted to specific groups e.g. 6-11 year olds, obese children etc.
- A wider variety of activities for children from BAME communities, in Westminster the Bollywood Dance project has had a successful uptake and engagement which could be mirrored in Hammersmith and Fulham where there is also a diverse community

Collaboration

By encouraging collaboration of the variety of services and clubs in the Hammersmith and Fulham area we can reach a wider range of children and provide a more wholesome approach to this issue. Also, it is an alternative method of building on existing services without significantly impacting funding which will always remain a public health barrier.

The most important collaboration we see scope for is for local schools with the football clubs in the area (namely Chelsea FC, QPR and ...). From our research, it was clear that the existing relationships that the clubs have with schools provides a solid foundation for a more developed integration between the two. We suggest that each school be partnered/linked to a football club which would motivate the students and provide an exciting and fun approach to exercise. This would improve the delivery of PE in schools, and in turn the importance of PE within the Ofsted grading should be heightened to enable schools to prioritise the health and wellbeing of their students.

Also, it is vital that each community group or service that provides interventions in the area for children register with the local council or Hammersmith and Fulham Young People's Foundation. This is to ensure that there is minimal overlap of services, and to start generating a local database for prospective parents and children that want to explore various activity options.

It would be useful to engage uniformed groups such as scouts and cadets to provide an alternative for students that prefer activities outside of the school environment. Collaboration between these groups and schools would help families access these groups, and hopefully help with the deficit of volunteers these groups have had over recent years.

Community Research

Involving the community in development of small grants projects or service evaluation is fundamental to good uptake of interventions. Currently, there is a lack of evaluation of services by the community, and a more encompassing way of measuring this should be explored.

The effective ways of measuring services could use the following examples to construct a framework and subsequent process:

- Community champions framework - Concept of social returns
- Other countries
- COM-B model (capability opportunity motivation) which is a behavioural change model for psychology

Funding

Financing such services will always remain challenging, however there are ways to improve the existing use of funding. Delivery value and cost-effectiveness should be considered with every implementation. The concept of social returns discussed previously is also a key feature when considering public and voluntary services.

We also suggest that the current premise of investing significantly into one contract, the investment could be shared between a wider range of smaller contract to reach more people from harder-to-reach backgrounds. This would allow services to be tailored towards specific populations as 'one size does not always fit all' and it is often too ambitious to hope one service provider can tailor to the needs of different groups of people equally well.